



Massachusetts Bay Transportation Authority

General Manager's Remarks

Fiscal and Management Control Board

April 30, 2018



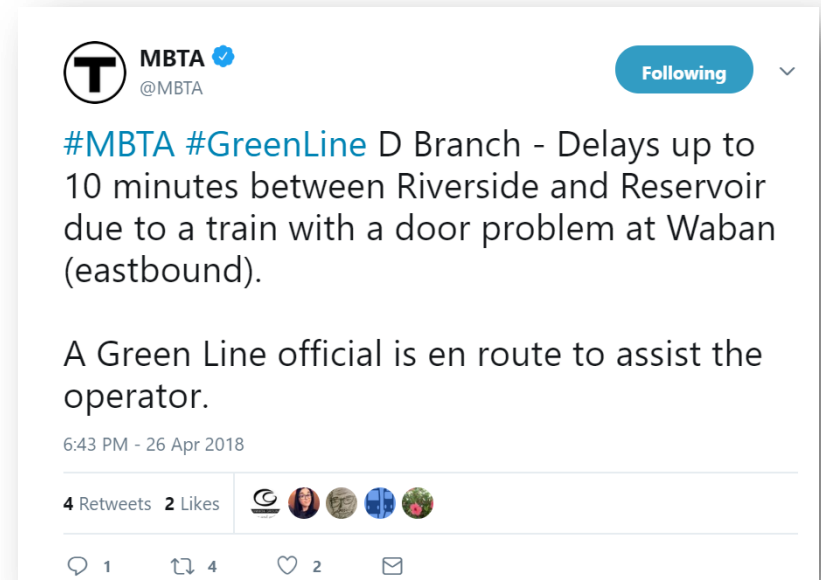
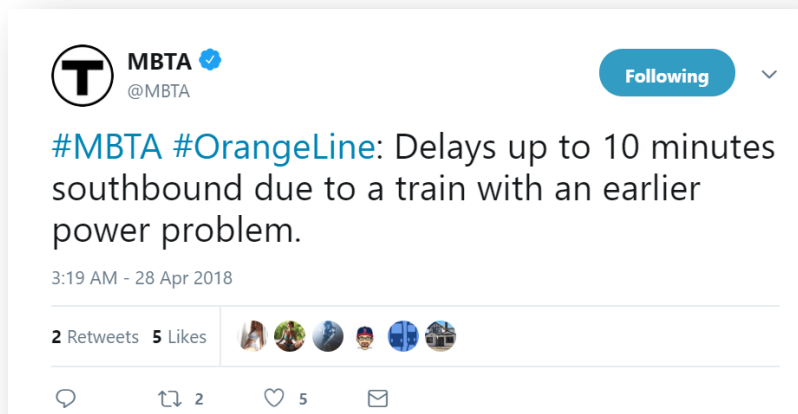
Agenda

- Customer Communications Update
- SL3-Chelsea
- RIDE



Customer Communications Update

- Service delays: shifting away from range of minutes to estimated maximum number of minutes
- Further reduces subjectivity found in range and “minor,” “moderate,” “severe”
- Customers can make more informed decisions





Customer Communications Update

- Mirroring practice of Transit Ambassadors, now CSAs have tablets
- Effective way to answer common questions, provide directions, directly connect with Customer Support team
- Provides increased customer value, especially for visitors and infrequent users





Customer Communications Update

- Working group identified need for a new training program for customer communications for all of our vehicle operators
- So far close to 300 operators completed program
- Training educates all train and bus operators on announcements that have customer value by providing important information
- Training also discourages use of T jargon not commonly understood by customers





Customer Communications Update

- Starting with Orange Line, pilot asks customers for assistance to identify malfunctioning audio capabilities
- In addition to updating announcement protocols, and investing in employee training, also need to focus on vehicle equipment
- Pending success, pilot likely to be expanded to other lines

**Can't understand
the announcements
on this train?**



Help us fix it.

Report what's wrong at
[MBTA.com/audio](https://www.mbta.com/audio)



*Psst! We'll need your train
number. It's posted at the
front and back of the car.*



SL3-Chelsea – launched Saturday, April 21

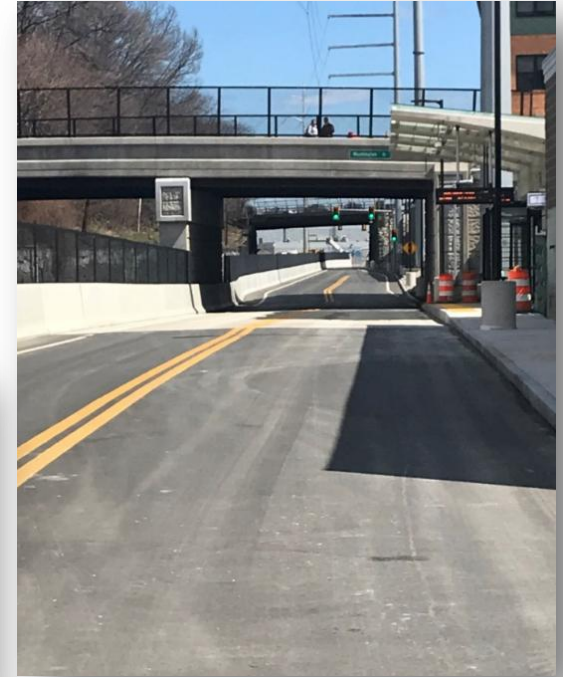
- First new service on dedicated ROW since Greenbush in 2007
- Offers customers new option of one-seat ride between Chelsea downtown Boston
- SL3 runs along 1.2 mile dedicated busway in Chelsea, Coughlin Bypass Road in East Boston before joining existing SL routes to waterfront and South Station





SL3-Chelsea

- Thank you to MassDOT Highway Division
- Highway District 6
- Major improvement for our customers
- Significant milestone for cooperation between two agencies
- New opportunities for:
 - Mobility
 - Housing
 - Jobs





RIDE Update

- Transition process started in December 2017
- New procurement based on lessons learned and helpful insight from RIDE advocates
- Ultimate goal is to deliver a reliable service on which our most vulnerable customers can depend

